



## KCCI 8 NEWS LEADS THE WAY IN RATINGS WITH ANOTHER SWEEP!

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### Des Moines, IA - August 19, 2013

KCCI 8 News, "Iowa's News Leader," has swept the Central Iowa race for television ratings again. According to the July 2013 Nielsen survey, Central Iowans continue to choose to tune in to KCCI, the Des Moines/Ames CBS affiliate, for their news, weather and sports for every local newscast in total households, Adults 18-49 and the highly sought after Adults 25-54 demographic (M-F.)

#### July 2013 Household Ratings/Share (July 2012 in parentheses)

	KCCI	WHO	WOI
<b>4:30 am</b>	1/24 (1/20)	-	-
<b>5:00 am</b>	3/39 (3/35)	2/22 (2/26)	- / -
<b>5:30am</b>	4/39 (3/37)	3/27 (2/25)	- / -
<b>6:00am</b>	7/36 (6/38)	5/29 (5/30)	1/4 (1/3)
<b>Midday</b>	10/40 (7/30)	4/16 (6/25)	11am 2/7
<b>5 pm</b>	11/36 (11/31)	7/23 (9/26)	1/4 (2/6)
<b>6pm</b>	14/35 (12/29)	10/24 (11/27)	1/3 (1/2)
<b>10pm</b>	16/37 (15/35)	11/25 (11/25)	2/4 (1/3)

"With numbers this good, we really need to take time to thank the people that matter - the people of Central Iowa who continue to make KCCI 8 News 'Iowa's News Leader,' said KCCI President and General Manager Paul Fredericksen. "How do we thank them? We thank them by continuing to provide the best news, sports and weather coverage we can offer, be it on air or online, and by continuing to always look for ways to grow and engage with our Central Iowa neighbors."

#### Other KCCI Highlights:

\*KCCI is the highest rated station in the Des Moines/Ames DMA from sign-on to sign-off. (HH)

\*KCCI gained viewers in every local newscast when measuring against July 2012. (HH)

#### July 2013 25-54 Ratings

	KCCI	WHO	WOI
<b>5:00 am</b>	1.9 (1.8)	1.2 (1.2)	.3 (.1)
<b>5:30am</b>	2.7 (2.0)	2.0 (1.5)	.3 (.1)
<b>6:00am</b>	4.4 (4.3)	3.5 (3.5)	.4 (.2)
<b>Midday</b>	3.1 (2.3)	1.5 (2.0)	11am .3 (.6)
<b>5 pm</b>	4.4 (5.0)	2.9 (3.5)	.5 (1.0)
<b>6pm</b>	5.6 (4.8)	4.5 (5.5)	.4 (0.6)
<b>10pm</b>	8.7 (8.3)	7.3 (6.6)	.8 (1.0)

A rating is the percentage of all TV households in the Des Moines/Ames DMA (Designated Market Area) tuned to a particular station. A share is the percentage of all TV households using television in the Des Moines/Ames DMA tuned to a particular station. Source: Nielsen Media Research: July 2013

About KCCI 8 News:

Celebrating close to 60 years of broadcasting, KCCI 8 News was recently awarded two national Edward R. Murrow awards including "Overall Excellence," multiple regional Emmy's and the National Press Photographers Association award for Station of the Year (Small Market.) Producing over 25 hours of award-winning local news each week, KCCI, "Iowa's News Leader," is proud to provide news, sports, weather and entertainment to the area on KCCI, online at KCCI.com and on mobile devices with their numerous digital offerings. KCCI also offers TV's most memorable entertainment on its digital channel, Me-TV Des Moines 8.2. Extremely thankful to the community it serves, KCCI also partners year-round with local non-profits to give back to the Des Moines-Ames area.

About Hearst Television:

Hearst Television, a national multi-media company, owns and operates 29 local television stations and two local radio stations, serving 30 U.S. cities and reaching approximately 18% of U.S. television households. The TV stations broadcast 60 video channels, featuring local and national news, weather, information, sports and entertainment programming, and local community service-oriented programs. The stations also host and operate digital on-line and mobile platforms that extend the company's brands and content to local, national and international audiences. Hearst Television is recognized as one of the industry's premier companies, and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst Corporation, which in 2012 celebrated its 125th Anniversary – including 64 years in television and 84 years in radio.

